CANADIAN Film Weekly
VOICE of the CANADIAN MOTION PICTURE INDUSTRY

Vol. 8, No. 41 TORONTO, OCTOBER 6, 1943 $2.00 Per Annum

War Services Set For 'Big Push'

Adds New Members to Prepare For Busy Year of Wartime Effort

The Canadian Motion Picture War Services Committee met in Toronto for its annual meeting last week and made additions to its membership in preparation for the strenuous days ahead. The work of the last year was reviewed thoroughly and plans were made for the Coal Conservation Campaign and the Victory Loan. The same wholehearted co-operation will be offered the government.

It is considered that every

(Continued on Page 2)

FPC Boys & Girls Kick Up Heels

Famous Players annual gathering of partners and head office staff provided some busy business sessions and a thoroughly enjoyable evening at the King Edward Hotel, Toronto, one night last week. A dance followed the dinner, at which many visitors from

(Continued on Page 4)

Two BC Theatres Opened for Army

On application of Famous Players, two British Columbia theatres, the Empress at Vernon and the Victoria at Victoria, will be renovated and opened to provide entertainment for men and women of the armed forces. A permit for alterations has been secured from

(Continued on Page 7)

New Manager at Granada, Sherbrooke

Richard Comeau of Montreal has replaced B. H. Lavell as manager of the Granada Theatre, Sherbrooke, Quebec, a unit of the United Amusement Corporation. Comeau started in the theatre business 10 years ago at the Francais Theatre, Montreal, as assistant manager from which post he went to the Premier, Sherbrooke, and the Maska Theatre, St. Hyacinthe.

Capt. Hyland Passes

Captain Thomas E. Hyland, 61, who at one time ran a theatre in Campbellford, Ontario, passed away last week at Belleville, Ontario.

Noranda Alterations

The Noranda Theatre, Noranda, Quebec, a Famous Players house, is being altered and improved. Sam Korman, manager, is having work done on the outer lobby and the theatre interior.

British Are Short Of UK Product

Theatres in Great Britain are having a hard time living up to the quota of domestic films prescribed for them by law. The Quota Act stipulates that no theatre shall exhibit less than 17½ per cent of domestic films on its yearly sched-

(Continued on Page 2)

Syd Taube Asks That Change Be Observed

Syd Taube, who recently dissociated himself from Canadian Automatic Confections, asks that his name be omitted from any mail addressed to that company. The boys are still putting Syd's name on the envelopes.

Coe a 'Sock' in First Canadian Appearance

"The world's history," Charles Francis Coe told a gathering of 600 at the Royal York Concert Hall, Toronto, last week, "fails to reveal any more energetic, patriotic and creative people than the exhibitors of your country and mine."

Coe praised the theatre owners of Canada and the United States in the course of an address entitled "A New World Challenges the Screen," delivered before the Advertising and Sales Club, which sponsored his first Canadian appearance, and a group of distinguished guests. Introduced by Lee Trenholm as "the right bower and heir apparent to the czar of Hollywood and all its far-flung legions," the vice-president of the MPPDA responded with an address that won com-

(Continued on Page 7)

Premier Acquires Capitol, Leamington

Premier Operating has purchased the lease of the Capitol, Leamington, Ontario, a 640-seater, from Leo Clavir, who got it from A. H. Page. The town's other theatre, the Vogue, is operated by Premier. The Capitol will close and the Vogue will cater to the population of 6,000, the former to be reopened when necessary. The Vogue, seating 740, is managed by Archie Axler.

At the TITA Premiere

Left to right: Paul Cardell, Canadian Northwest film booker for Famous Players Canadian Corporation; Victor Armand, supervisor of maintenance and purchasing for Famous Players; Gordon Hamilton, representing the Metcalfe Hamilton-Kansas City Bridge Companies, builders of the TITA theatre; Everett Ethridge, Whitehorse resident manager for Famous Players; Glenn Ireton, Warner Bros. field man for the Dominion of Canada.

"Song of Texas" with "The King of Cowboys" ROY ROGERS and "Trigger" wrecked EVERY BOX-OFFICE record during its terrific 1st Week at the STRAND, Montreal.—Held Over, Well NATURALLY! Book this Giant REPUBLIC sensation through EMPIRE-UNIVERSAL. (advt.)

Film Weekly

Vol. 8, No. 41 October 6, 1943

HYE BOSSIN, Managing Editor

Address all communications—The Managing Editor, Canadian Film Weekly, 25 Dundas Square, Toronto 1, Canada.

Published by Film Publications of Canada, Ltd., 25 Dundas Square, Toronto, Ont., Canada. Phone ADelaide 4317. Price 5 cents each or $2.00 per year. Entered as Second Class Matter

Good Resolutions

Three important resolutions, each passed unanimously, originated during the annual meeting of the Motion Picture Theatres Association of Ontario. Each deals with an important question of the moment and we recommend that all exhibitors be guided by them:

Fuel

WHEREAS it is recognized that an extreme emergency exists in the coal situation throughout the country for this coming winter, and

WHEREAS it is the opinion of the members of the Motion Picture Theatres Association of Ontario in Annual Meeting assembled that theatre owners should co-operate to the fullest extent in reducing the consumption of coal for the coming winter, therefore be it

RESOLVED that the members of this Association pledge themselves to use every possible means to reduce the tonnage consumption of coal by at least thirty per cent (30%) and that all theatre owners of the Province be requested to pledge themselves accordingly, and be it

FURTHER RESOLVED that every theatre owner do everything within his power to assist the Fuel Controller to publicize the essential necessity of saving as much coal as possible in every home.

Unity

WHEREAS there are certain problems common to all theatre owners in the Dominion of Canada, and

WHEREAS no organization exists at the present time through which theatre owners throughout the country may meet to discuss mutual problems and act on same, and

WHEREAS it is desirous for the common benefit to all that such an organization should function, therefore be it

RESOLVED that this Association in Annual Meeting assembled go on record as being in favor of the formation of such an organization, and be it

FURTHER RESOLVED that the new Board of Directors elected this day be instructed to inquire into ways and means of creating such an organization in co-operation with other existent Provincial organizations.

16 Mm.

WHEREAS it has come to the attention of this Association that certain Distributors of 16 mm. film are showing or making available for showing such films of an entertainment nature in direct competition to existent 35 mm. theatres in a radius of less than ten miles, and

WHEREAS such procedure is contrary to the interests of established theatres and not in accord with established practice heretofore, therefore be it

RESOLVED that this Association go on record as being opposed to the showing of 16 mm. film for commercial purposes, except in army camps at a distance of less than ten miles radius from an existent theatre, and be it

FURTHER RESOLVED that the Secretary be instructed to forward a copy of this resolution to the Motion Picture Distributors Association and each of its members and to each of the Companies distributing 16 mm. film in Canada and that the incoming Board of Directors be instructed to do everything in its power to have such rule recognized and established as common practice.

War Services in Annual Meeting

(Continued from Page 1)

theatre man in the Dominion is a member of the Committee, the Toronto meeting being that of the executive. Reports showed the exhibitors joined willingly and completely in supporting the Committee's leadership and the motion picture war effort.

J. J. Fitzgibbons was elected chairman of the Motion Picture War Services and also chairman of the Industry's section of the War Finance Committee. He will appoint representatives in each province. Announcements will be made shortly of plans and appointees.

Officers elected were T. J. Bragg, vice-president; R. W. Bolstad, treasurer, and Ray Lewis, secretary. Members are Harry Alexander, T. J. Bragg, Col. John A. Cooper, Leo Devaney, J. J. Fitzgibbons, Clair Hague, Oscar R. Hanson, Henry Nathanson, Louis Rosenfeld, Ray Lewis, Nat Taylor, Herb Allen, Wolfe Cohen, A. W. Perry, Eugene Beaulac, Ben Freedman, and the president of the Motion Picture Theatres Association of Ontario when chosen next week.

The publicity committee will consist of James Nairn, Clair Appel, Morris Stein, Ray Lewis and Hye Bossin.

British Are Short Of UK Product

(Continued from Page 1)

ule. Because of the hardships of war the quota has often missed out and the law recognizes the difficulties by not taking action. British studios are making a heroic effort to overcome the shortage, fourteen films being in production right now, and the Quota Act may have a wider application if the gain continues.

Of 4,358 theatres operating in 1942, returns showed that 1,657 of them failed to measure up to quota requirements. Of these 101 were under 10 per cent, 250 were between 10 and 12½ per cent, 548 showed between 12½ and 15 per cent, and 758 were between 15 and 17½ per cent.

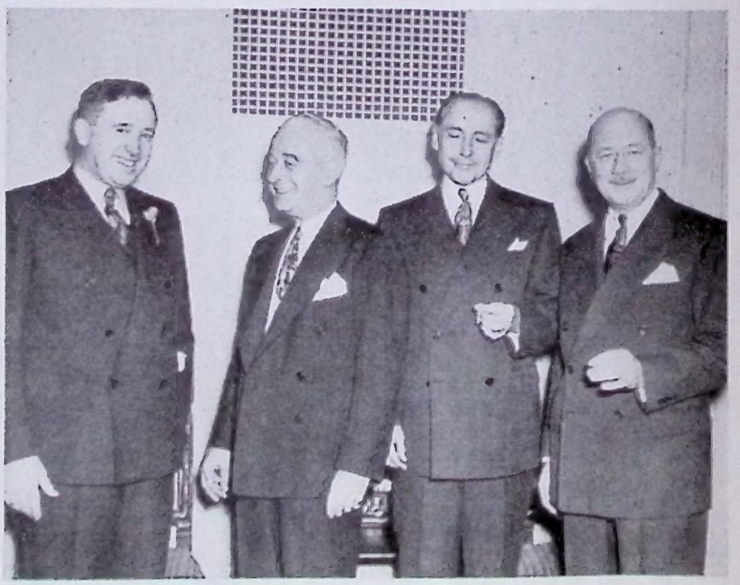
Canada is naturally affected by this limited production. However, Canadian distributors of British Films are optimistic over the outlook, the current season being very promising.

British exhibitors expect to produce on a scale large enough to compete with Hollywood in the United States and other countries when the war is over. They have made their future intentions in this regard clear.

Para, UA Dicker

An outright purchase deal which calls for five Paramount films being sold to United Artists to be distributed under the UA trademark is said to be the subject of negotiations between the studios. This, if confirmed, would be the second such deal.

At the Famous Players' Gathering



Left to right: J. J. Fitzgibbons, chairman of the Canadian Motion Picture War Services; William F. Rodgers, chairman of the War Activities Committee of the Motion Picture Industry; Henry Nathanson, head of Regal Films, and W. Ritchie of MGM Public Relations.

THE PICK OF THE PICTURES

Canadian Film Weekly
VOICE of the CANADIAN MOTION PICTURE INDUSTRY

REVIEWS INFORMATION RATINGS

Vol. 8, No. 41 REVIEWS FROM FILM DAILY, NEW YORK October 6, 1943

'Let's Face It'

With Bob Hope, Betty Hutton.

Paramount 76 Mins.

EXHIBITORS SHOULD CLEAN UP WITH LATEST HOPE PIC; PLENTY OF LAUGHS IN STORE FOR CUSTOMERS.

"Let's Face It," Bob Hope's latest cinematic venture, will roll up handsome grosses for the exhibitor. There is too much entertainment in this film to arrive at any other conclusion. And one says that in the face of the fact that the picture is not the best of the Hope pictures. But, best or not best, the production has what it takes to make the customers happy and the theatre man richer.

Hope has been provided with a script that permits him to strut his stuff with no restraint—which is a guarantee of laughs without end. As a soldier who gets himself involved with a trio of lonely wives with two other buddies in his effort to obtain enough money to be married to Betty Hutton, the comic is tremendously funny. The complications are hilarious and endless, reaching their climax when the husbands of the lonely hearts suddenly appear on the scene with a trio of girl friends of their own. Hope gets himself into plenty of trouble with the camp authorities in his endeavor to keep his rendezvous with the three ladies.

Hope and Miss Hutton are excellently paired. Dave Willock and Cully Richards play the comic's buddies nicely. As the three wives who try to become romantic with the boys to get even with their husbands, Zasu Pitts, Phyllis Povah and Eve Arden are topnotch. Raymond Walburn, Andrew Tombes and Arthur Loft enact the husbands well. Again Joe Sawyer has a role as a tough sergeant. Some of the others deserving mention are Marjorie Weaver and Dona Drake.

The comedy stacks up as fast and furious entertainment, thanks chiefly to the direction of Sidney Lanfield. Harry Tugend did the screenplay, based on a musical play by Dorothy and Herbert Fields and Cole Porter which was suggested by a play by Norma Mitchell and Russell G. Medcraft.

CAST: Bob Hope, Betty Hutton, Zasu Pitts, Phyllis Povah, Dave Willock, Eve Arden, Cully Richards, Marjorie Weaver, Dona Drake, Raymond Walburn, Andrew Tombes, Arthur Loft, Joe Sawyer, Grace Hayle, Evllyn Dockson, Andria Moreland, Kay Linaker and Brook Evans. Associate Producer, Fred Kohlmar; Director, Sidney Lanfield.

DIRECTION, Good. PHOTOGRAPHY, Good.

'Lassie Come Home'

with Roddy McDowall

M-G-M 88 Mins.

THIS FILM IS ESCAPIST DELIGHT, OFFERING ENTERTAINMENT THAT DEPARTS FROM THE ORDINARY.

Departing from the usual, this Technicolor film provides a generous measure of refreshing entertainment. It is a charming, simple and affecting story of a dog—a lovely collie called Lassie. Dog lovers will eat it up.

The film falls in the class of "My Friend Flicka," appealing to the same type of audience as did the 20th-Fox picture about a youngster's attachment for a filly. Oddly enough, Roddy McDowall, who played the youngster in "Flicka," has a similar role in "Lassie Come Home." Again he gives a sensitive and gentle performance as the collie's young master to whom separation from the animal is a tragic thing.

In this film the role of the youngster is subordinated to that of the animal. In fact, the film belongs to Lassie. The human actors play second fiddle to her. The story relates the dog's attachment for her owners—an attachment so powerful that the animal escapes three times from the kennels of Nigel Bruce, British duke to whom the collie is sold by Roddy's parents, Donald Crisp and Elsa Lanchester, who are desperate for funds. The dog's final escape takes Lassie from Scotland to the Yorkshire home of its young master in a moving display of courage. The suffering undergone by the animal makes for footage that is as dramatic as it is touching. The film ends happily when Crisp is allowed to keep the animal and is hired by Bruce to look after his kennels.

McDowall will win many hearts with his performance. Others who turn in fine jobs are Crisp, Dame May Whitty, Edmund Gwenn, Bruce, Miss Lanchester, Elizabeth Taylor.

The film is based on the novel of the late Eric Knight, to whom the film is dedicated. The adaptation was done by Hugo Butler. Fred M. Wilcox's direction is good. Leonard Smith's camera work gives the film a potent visual appeal.

CAST: Roddy McDowall, Donald Crisp, Dame May Whitty, Edmund Gwenn, Nigel Bruce, Elsa Lanchester, Elizabeth Taylor, Ben Webster, J. Patrick O'Malley, Alan Napier, Arthur Shields, John Rogers, Alec Craig, Lassie (dog). Producer, Samuel Marx; Director, Fred M. Wilcox. Based on novel by Eric Knight.

DIRECTION, Good. PHOTOGRAPHY, Good.

'Thank Your Lucky Stars'

with all-star cast

Warners 127 Mins.

PRODIGAL DISPLAY OF STAR TALENT WILL WIN WEIGHTY GROSSES FOR THIS MUSICAL EXTRAVAGANGA.

Here's a big-time tune show geared for bulging grosses.

With such a prodigal display of star talent, it matters little that the material is on the whole commonplace and that the pattern is overly familiar. Audiences will be too busy with the movement of stars and highly-regarded featured players on and off the screen to worry about the faults. They'll come to see the stars and they won't be disappointed. Warners has scraped the barrel to please them.

The Warner stars let down their hair in this sprawling musical extravaganza to the delight of the fans. It is a distinct surprise to find many of the company's big names trying their hand at entertainment chores with which they have never been associated by the public. For the first time audiences will hear such stars as Bette Davis, Olivia de Havilland, Errol Flynn, John Garfield and Ida Lupino raise their voices in song. The only professional song-bird is Dinah Shore. Most of the film's stars are in for very brief stints in the revue-like second half of the production.

Eddie Cantor, Joan Leslie, Dennis Morgan and Edward Everett Horton are the principal players in the running story. Cantor draws a barrage of laughs in a dual role in which he appears as himself and as a Hollywood tourist guide. The guide has to pose as the real Cantor so that his pal (Morgan), a struggling singer, can appear in a charity show. How the real Cantor, who is in charge of the show, is gotten out of the way is extremely funny. Cantor will bowl the customers over with his work. The other players in the story sequences are equally as competent.

The direction of David Butler is a bit slow in tempo until Cantor enters the proceedings.

"Thank Your Lucky Stars" would have been still better entertainment had its footage been reduced.

CAST: Eddie Cantor, Humphrey Bogart, Bette Davis, Olivia de Havilland, Errol Flynn, John Garfield, Joan Leslie, Ida Lupino, Dennis Morgan, Ann Sheridan, Dinah Shore, Alexis Smith, Jack Carson, Alan Hale, George Tobias, Edward Everett Horton, S. Z. Sakall, Hattie McDaniel, Ruth Donnelly, Don Wilson, Willie Jones and His City Slickers. Producer, Mark Hellinger; Director, David Butler.

DIRECTION, Okay. PHOTOGRAPHY, Good.

'Melody Parade'

with Mary Beth Hughes, Eddie Quillan

Monogram 73 Mins.

MIXTURE OF COMEDY AND MUSIC MAKES SATISFACTORY BOOKING FOR NEIGHBORHOOD HOUSES.

Here is a satisfactory offering in the modest budget field. In keeping with its title, it has plenty of music, with Anson Weeks and Ted Flo Rita and their orchestra busy, not to overlook the Loumell Morgan Trio. Handling the vocal chores are Jerry Cooper, Armida and Mary Beth Hughes.

Edward Cherkose and Edward Kay concocted six songs and Armida one. Among the other numbers used are "Sleepy Time Down South," "What Do You Know, Joe?" and "Them There Eyes."

Eddie Quillan, Tim and Irene Ryan and Manton Moreland handle the comedy chores and do well with their assignments. Incidentally Tim Ryan collaborated with Charles R. Marion on the original screenplay. Ruloff, Follette and Lunard score with their comedy dance number. Andre Charlot, Kenneth Harlan, Cyril Ring, Ruby Dandridge and Ramon Ros are among the principals.

Arthur Dreifuss turned in a good job of directing, while Lindsley Parsons provided excellent production values. The chorus is eye-filling with Jack Boyle responsible for the good dance routines.

Quillan is an ambitious bus boy in a near-defunct night club operated by Tim Ryan. He believes that Mary Beth Hughes, new hat-check girl at the club, is a great bet as a singer of popular songs. However, Armida is engaged for the principal spot. After many complications, Mary Beth wins her chance and of course makes good.

CAST: Mary Beth Hughes, Eddie Quillan, Tim Ryan, Irene Ryan, Manton Moreland, Jerry Cooper, Armida, Andre Charlot, Kenneth Harlan, Cyril Ring, Ramon Ros, Loumell Morgan Trio, Ruloc, Follette and Lunard, Anson Weeks and his orchestra, Ted Flo Rita and his orchestra, Ruby Dandridge. Producer, Lindsley Parsons; Director, Arthur Dreifuss.

DIRECTION, Good. PHOTOGRAPHY, Good.

We Will Rent or Lease Your Theatre If Price Is Right

WRITE TO BOX 17

Canadian Film Weekly

MONOGRAM PICTURES

OF CANADA LTD.
277 Victoria St.
Toronto

Current Releases

SPOTLIGHT SCANDALS

A Comedy with Music

starring

Frank Fay

and

Billy Gilbert

Bonnie Baker
Henry King and Herb Miller
and their bands
opening at the

TIVOLI
TORONTO

October 14th

★

Melody Parade

Musical Romance

with
Mary Beth Hughes
and
Eddie Quillan

★

Unknown Guest

A Stirring Melodrama

★

The fastest-growing company in the industry

MONOGRAM PICTURES

Toronto, Montreal, St. John
Winnipeg, Calgary, Vancouver

Posthumorous Note

Mannie Swadron, who manages the Tivoli, Kingston, is a good friend of an undertaker whose establishment is nearby. Each is always playing jokes on the other.

One day recently Mannie got a telegram from Vitagraph about "George Washington Slept Here," due for unreeling in his house. The wire read: "George Washington Shipped This Afternoon." A train from Toronto was due about 11 p.m.

Mannie folded the wire so that only the text could be read and showed it to the undertaker's assistant, informing him that his boss wished him to pick up the remains. A thorough search of the baggage cars failed to reveal any corpse with that name.

The assistant finally reached the man in charge with his problem. The latter read the telegram.

"You can go home," he told the assistant with a twinkle in his eye. "Mr. Washington was buried a long time ago."

* * *

Sprigs

Joe Paul hereby complains at the booking of unusual entertainment by Impressario Curly Posen for the 20th Century Theatres' party. Suggests that they ought to put Curly back in the pit. . . . The new era is here. Paramount's "So Proudly We Hail" got a plug on the front page of Warners' studio publication. . . . Sam Glazer of Columbia has been ill for some time. . . . Doug Evans, formerly of Emp-U and now of the RCAF, just got a commission. . . . Sayeth blackfaced preacher Jimmy Goode: "Never leave undone all day what should be buttoned in the morning" . . . What was doing on the Toronto show front in 1925? Irving Fields hands me a tear sheet of April 15th of that year, which advertises MGM's "Greed" at Loew's, an Erich von Stroheim production, with no players being billed. At the Pantages Tom Mix was appearing in "Dick Turpin."

* * *

Some Good Thoughts

At the risk of being one of the parrots mentioned, I reprint these important words from "Advertising and Selling," which apply to motion picture advertisers also:

"Copy writers can't look to the post-war world for any great changes in their method of operation. They may get new typewriters—but they'll have to use the same old brains. And, we suspect, many of them will be using the same old phrases."

And . . . "A big indictment of present-day advertising is that it is just loaded down with 'everybody's' phrases. It sounds like everybody is reading everybody else's advertising — and can't 'shake' what he reads.

"In reviewing 'A Dozen and One,' by Jim Tully, a reviewer says: 'The former hobo handles words like a miser fondling money, revering them in the bulk as a source of unlimited power; paying them out stingily for the sentences he needs to sustain his narrative. His sentences are lean and spare, like a fighter in good condition. His paragraphs are brief and attractive.'

"That's a good formula for advertising writers. You can be plain but powerful. You can be simple yet interesting. Be yourself when you write! Don't be a parrot!"

* * *

X and Double X

There's a certain Ontario exhibitor who is known for his ability to throw curves that cause many a strikeout at the distributors. This exhib was having a dispute with an exchange about $100. He claimed he ought to pay only $50 of it.

The exchange chief thought up a good one that got the $100. He attached a $100 COD order to a big feature due the exhib who, faced with a dark house, paid it to get the film. The stunt won much laughter around the exchanges.

But the wily exhib, on returning the film, attached a $50 COD order and the exchange chief, to have the film available for a waiting date, had to pay it!

Their differences were settled amicably after a while. But the story is still popular.

FPC Boys & Girls Kick Up Heels

(Continued from Page 1)

the film and business world were present.

Key speaker, introduced by R. W. Bolstad, who acted as toastmaster, was William F. Rodgers, general manager of sales distribution for Metro-Goldwyn-Mayer and chairman of the War Activities Committee of the motion picture industry.

Rodgers explained the workings of the War Activities Committee, stating that the industry was organized for every conceivable kind of war effort and charity. "It's our duty to see that every kind of message reaches the public," he said. He quoted Secretary of the Treasury of the USA, Henry Morgenthau, as telling members of the industry that "You belong to an industry that has contributed more than any other."

J. J. Fitzgibbons, president of the company, referring to the presence of two MGM men, took occasion to pay tribute to Henry Nathanson, chief of Regal, MGM's Canadian outlet. He also read a telegram of greeting from Barney Balaban, head of Paramount.

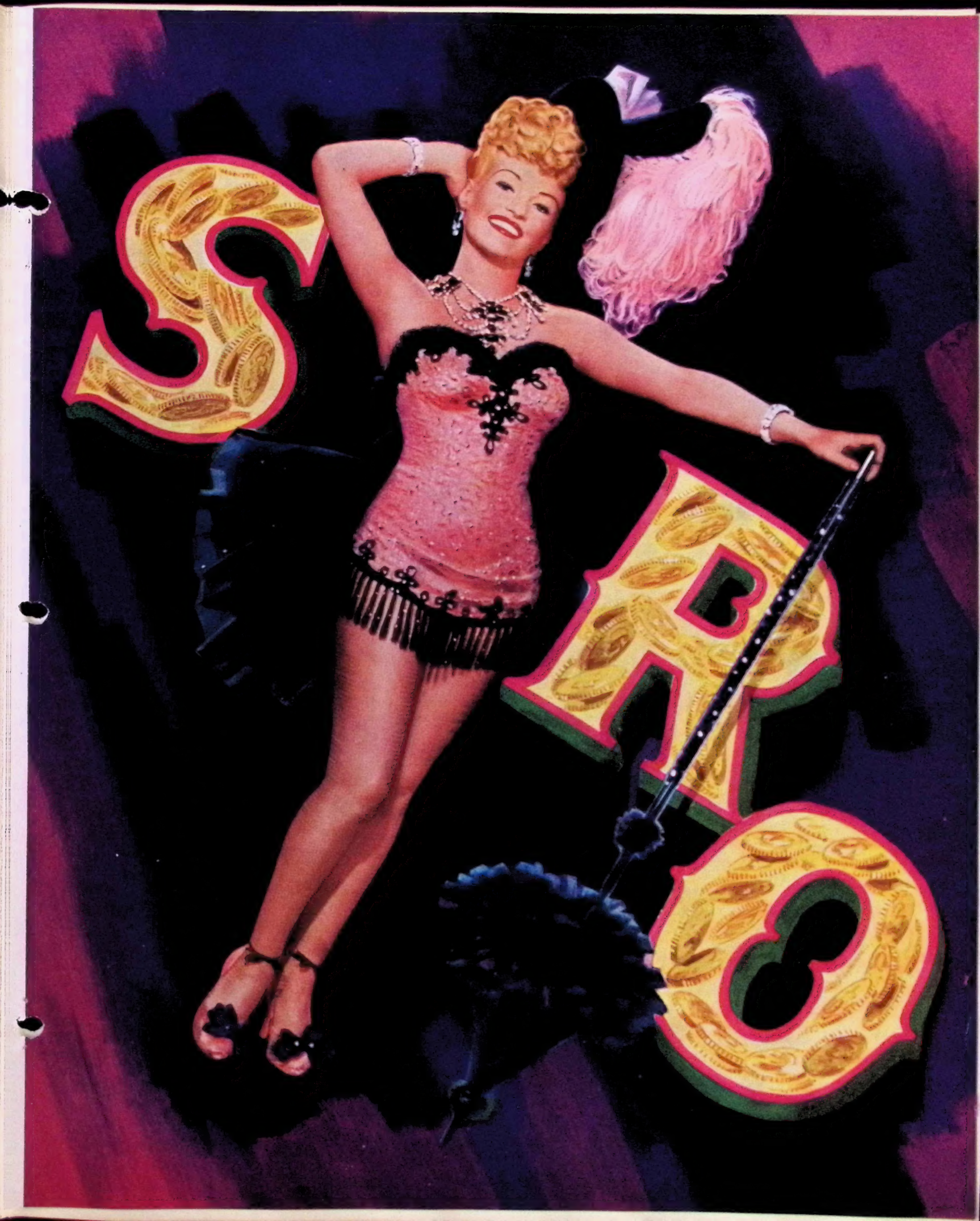
Calling attention to the tremendous importance of the coming Victory Loan, B. Budden of the Bank of Canada, assistant to the chairman of the War Finance Committee, pointed out that Canada was investing five billion dollars each year in victory.

For Theatre Requirements

CONTRACT SALES OFFICE

PHONE TR. 1257
6TH FLOOR

EATON'S College Street


SARO

THE NO.1 PIN-UP GIRL IN THE SCREEN'S NO.1 MUSICAL!

BETTY GRABLE
ROBERT YOUNG
ADOLPHE MENJOU in

SWEET ROSIE O'GRADY

in Technicolor!

and

REGINALD GARDINER • VIRGINIA GREY • PHIL REGAN

Sig Ruman • Alan Dinehart • Hobart Cavanaugh • Frank Orth • Jonathan Hale

Directed by IRVING CUMMINGS • Produced by WILLIAM PERLBERG

Screen Play by Ken Englund • Based on Stories by William R. Lipman and Frederick Stephani and Edward Van Every • Lyrics and Music by Mack Gordon and Harry Warren • Dances Staged by Hermes Pan, Musical Numbers Supervised by Fanchon.

NOW MORE THAN EVER
—WAR BONDS!

NO WONDER IT'S S.R.O.! IT'S FROM 20th CENTURY-FOX!

Two BC Theatres Opened for Army

(Continued from Page 1)

the Department of Munitions and Supply and the Department of National War Services on consideration of the needs of servicemen and women stationed there.

After three years of housing a Red Cross canteen the Empress Theatre at Vernon will be converted by local labor in early October. Because of the present difficulty in obtaining theatre equipment the furnishings, sound and air conditioning equipment from two Famous Players' houses now closed will be transferred to the new theatre.

Walter Bennett, manager of the Capitol, Vernon, will also manage the new house which seats about 400 persons. Future plans are only tentative as the period of operation of a second theatre will be determined by the size of the Vernon Military Camp.

Necessary permits and licenses were issued by the Wartime Prices and Trade Board and the construction controller for the renovation of the Royal Victoria Theatre at Victoria to Famous Players designating the new theatre as a place of entertainment exclusively for men and women of the armed forces.

Blames Theatre Light In Fatal Accident

Charged with manslaughter in the death last August of Mrs. Redmond Burke, George T. Middleton told an Assize Court jury last week that a spotlight on the Beach Theatre, Toronto, blinded him temporarily as he was driving through a crowd of theatregoers. The accident resulted in the death of Mrs. Burke and the injury of three other persons.

7,000 USA Theatres Show NFB Films

Commenting on the lack of publicity about Canada in foreign countries, B. A. Proulx, in charge of distribution for the National Film Board, on an inspection trip in Winnipeg last week told reporters that over 7,000 USA theatres are showing films about Canada made by the NFB.

Coe's Canadian Bow Pleases Throng

(Continued from Page 1)

plete interest and the approval of the gathering.

"Here in Canada," he said, "I should talk about hands across the sea. I can't. We've always had our hands across the sea. I cannot distinguish between our two peoples. History will be irrevocably written on those pages belonging to Canada and its sovereign neighbor, the United States."

Pointing out that Edison did not think enough of his invention to invest $150 to patent it in certain areas, he declared that pictures have been a universal language since man first carved hieroglyphics and were the most international element on earth today. "Art had been confined to a small and privileged group," he said, "but with the coming of motion pictures to every community in the nethermost corners of the world, everyone knew and liked art. The movie industry is an art industry."

Coe declared that industry was held in trust for the public and described a part of his address as "a report of that stewardship to you." He described the monumental and minute details that go into every section of movie-making; the work of Hollywood men and women and their sense of responsibility. "There isn't one of them," Coe stated, "that wouldn't rather make a good picture than money."

He pointed out that when people had to be trained overnight for new tasks, the industry was called on. His statement that enough film was made for this purpose to surround the globe—"and with not one dollar of profit"—drew prolonged applause. Declaring Axis types of propaganda films a failure, he affirmed that "the first mandate of the public is entertainment and we intend to fulfil that mandate."

In behalf of the Advertising and Sales Club, Win Barron thanked the speaker and assured him that all were proud to share the road to the future with the motion picture industry.

Seated at the head table were: Glen F. Bannerman, President and General Manager Canadian Association of Broadcasters.

Frank E. O'Byrne, Toronto Manager Associated Screen News Limited.

R. G. McMullen, Director of Motion Pictures, Meals, Refreshments and Beverages, Service Division, Wartime Prices and Trade Board.

Rabbi Samuel Sachs, University Avenue Synagogue.

Henry L. Nathanson, President, Regal Films Corporation Limited.

O. J. Silverthorne, Chairman, Motion Picture Censorship and Theatre Inspection Branch, Ontario Provincial Government.

B. K. Sandwell, Editor, Saturday Night.

J. J. Fitzgibbons, President and General Manager, Famous Players Canadian Corporation.

L. F. R. Winchell, President, the Toronto Board of Trade.

Brigadier O. M. Martin, Temporary District Officer Commanding Military District No. 2.

Honorable and Reverend H. J. Cody, C.M.G., M.A., D.D., President the University of Toronto.

His Worship Dr. Fred J. Conboy, Mayor of Toronto.

Lee Trenholm.

North Winship, American Consul General.

Air Vice-Marshall F. S. McGill, Air Officer Commanding No. 1 Training Command, R.C.A.F.

S. H. Logan, President, the Canadian Bank of Commerce.

R. Alan Sampson, Chairman, the Toronto Board of Education.

Paul L. Nathanson, President, Odeon Theatres of Canada.

Howard S. Mark, Circulation Manager, The Globe & Mail.

Lieut.-Colonel J. A. Cooper, Chairman of the Board, Canadian Motion Picture Distributors Association.

Winston Barron, Director of Publicity and Advertising, Paramount Pictures Inc.

James R. Nairn, Director of Advertising, Famous Players Canadian Corp.

Fifteen Directors Work for Warners

Latest tally of directors on the Warner Brothers' lot shows a total of 15 under contract, the highest number in the studio's history. The new line-up includes Herman Shumlin, Delmar Davies, David Butler, Peter Godfrey, Edward Blatt and Norman Krasna, who is making his directorial debut with the recently completed "Princess O'Rourke."

MPTA of Ontario Receives Thanks

Realization of the importance of theatre co-operation to the success of any drive is shown in letters of thanks received lately by the Motion Picture Theatres Association of Ontario and individual managers.

The Ontario branch of the Netherlands Relief Fund sent Syd Taube, secretary of the MPTOA, sincere thanks for "your beneficial advice to us with regards to our publicity. We are very pleased to be able to tell you that we have collected, throughout the city, nearly $15,000 and want you to know just how helpful you were." The letter was signed by Mrs. A. Hartog, president.

Also received by the association was a letter of thanks from B. G. Sullivan, Ontario Regional Superintendent of the Unemployment Commission. Writes Mr. Sullivan:

"May we, in behalf of Mr. Arthur MacNamara, Director of National Selective Service, the Local Council of Women and the War Industries of Greater Toronto, extend our sincerest thanks for your assistance in publicizing the drive. The campaign was a great success and much credit can be attributed to the placards displayed in the foyers of your theatres."

Charles V. Gordon, chairman of the Theatre Committee of the Windsor Greek War Relief Committee for the Windsor Junior Chamber of Commerce, sent a letter of thanks to J. J. LeFave, manager of the Tivoli, informing him that the Capitol, Palace, Tivoli and Vanity had collected $2,422.50 between them.

"Many thanks for your fine co-operation and diligent work in connection with the theatre campaign of the Greek War Relief Drive . . . I doubt if there is any other place in Canada where the whole-hearted co-operation of a group of theatres, such as we received from Windsor theatres, could be equalled."

20th Century-Fox 14 Best-Sellers

New 20th Century-Fox story purchases show a total of fourteen best-sellers of the current publishing season and recent years slated to go before the cameras. Soon to be released is Franz Werfel's "The Song of Bernadette," on which the cameras have been grinding for many months. Now in production are "Col. Effingham's Raid," from the best-seller by Barry Fleming; "One World," by Wendell Willkie; "Guadalcanal Diary," by Richard Tregaskis; and "Happy Land," by MacKinlay Kantor.

"TEST FILM, 10,000 cycles 35 mm., with easy instructions, so that you can focus your Sound Lens in absolute precision and secure clear sound and the Maximum from your sound System. Just what many theatre owners have longed for! Bargain $6.60."

SAVE 20% OR MORE OF YOUR MONEY
on THE BEST IN SOUND PROJECTORS AND COMPLETE THEATRE SUPPLIES
SPECIALISTS FOR 25 YEARS
ASK THE MAN WHO KNOWS US
DOMINION THEATRE EQUIPMENT CO
837 DORIE ST VANCOUVER B C

14 MONTHS AGO ROMMEL WAS THREATENING ALEXANDRIA!
14 MONTHS AGO HITLER WAS STORMING STALINGRAD!
14 MONTHS AGO A PICTURE PLAYED A 4TH WEEK AT THE EGLINTON, TORONTO!
and
THE FIRST PICTURE IN 14 MONTHS TO PLAY THE EGLINTON THEATRE A 4TH WEEK IS
"Meet Mr. Loudon"
AN ESQUIRE RELEASE
distributed thru
EMPIRE-UNIVERSAL

Girls Get Due in 'Proudly Marches'

Behind the growing offensive of Canada and her Allies against the European fortress stands a swelling force of woman-power. From the homes and offices of Canada, Britain and the United States, women are pouring in ever-increasing numbers to join the armies, navies and air forces of their countries—doing jobs which women can do and so releasing fighting men for combat duties. On all fronts, on the sea, on land and in the air are Canadians who are up there fighting because women took over their non-combatant jobs and so released them for fighting service.

More than 30,000 Canadian women have already joined the Women's Royal Canadian Naval Service, the Canadian Women's Army Corps and the Royal Canadian Air Force. In its current release in the Canada Carries On Series, "Proudly She Marches" the National Film Board presents a photographic report on the work and life of the women in the Canadian Armed Forces. The film was made in the barracks and camps.

"Proudly She Marches" covers the enlistment, training and duties of the Wrens, the CWAC and the WD's of the RCAF in a fast-paced, dramatic story.

In the concluding scenes of the film the commentator states, "Today, with victory for the United Nations almost within sight, with the great upsurge of confidence as our armed forces strike with deadly effect at the crumbling Nazi wall encircling Europe, our women are marching shoulder-to-shoulder with their brothers-in-arms."

SEAT REPAIRS

★

Send us your torn seats to be re-upholstered with genuine

Leathercloth

Seats returned same day as received.

★

CANADIAN THEATRE CHAIR CO.

277 Victoria St., Toronto, Ont.

PICTURE PICKUPS

by Tap Keyes

Sketches in Sulphuric Acid—No. 2

These press releases were written by a movie publicity man while suffering from Acute Blurbitis, a condition resulting from slow saccharine seepage. The effect of Acute Blurbitis is violent revulsion, leading to reversal of customary conduct. The publicity man has now fully recovered and is back in line but his soul, in the form of these uninhibited expressions, goes marching on. The persons and events depicted herein are fictional and any resemblance to living persons is purely coincidental—except in such cases where someone recognizes himself and is foolish enough to admit it by getting mad publicly.

DISTRIBUTOR

Oscar Snooch, sales chief of the Mideast Division of Epitome Films Corporation, has joined his field men in peddling this year's product, the Home Office announces. Epitome branches are running a "Snatch 'em for Snooch" drive this month in honor of Oscar. Those who bring in the most dates will be rewarded by being unchained an hour earlier each morning for a month. The early reports have made him as happy as an alley cat on garbage day.

The dashing Oscar, who is the best-yessed man in the company, rose on his merits to his present position. He has a sales technique that leaves an exhibitor as naked as a Scottish dancer without her medals. He sells 'em fast and fades like a nineteen-cent shirt. When the film is due for its run the exhibitor gets only a set of stills in fulfilment and instructions to read the small writing at the bottom of the contract, which says:

All the persons and terms stated herein are absolutely fictitious and any resemblance to people and conditions, living or dead, is purely coincidental.

The poor guy has to meet Oscar's terms in a hurry to keep the house from going dark.

While accompanying his salesmen Snooch will act only in an advisory capacity, hiding around the corner until the deal is closed. He has been run out of so many theatres that he can now start a fire by rubbing two corns together.

In his early days Oscar believed that intimidation was the sincerest form of flattery. He invested a dollar in an option on the lot next to the theatre and threatened to build if he didn't get a contract. He has passed sluff off as specials so often that all the exhibitors know Oscar's gift horses to have false teeth. He is the leadoff man in every Indies list.

Only once was he caught with his stance down. That was when an exhibitor bought everything he had to sell without arguing price. Oscar collected the award and spent it before he found that what the exhibitor played was 16 mm. stuff.

There was a time when living was a sometime thing with Snooch but since he joined the Share the Stealth club things have changed. To be a member of this organization you have to hire a new man to sell films, take the pile of contracts he brings back, fire him with the story that he is a failure, and collect the commissions yourself. This made Oscar look good and led to his present position. Every time Oscar gets an honest urge he quells it by thinking of the days when he was flatter than the G-string on a hick fiddle and hustled suckers in rural route billiard parlors, using to good advantage the skill developed while stuck in store show towns overnight.

He still has the ulcers he got from eating, when not entertaining exhibitors, in hamburger stands.

Snooch is no homebody. He loves to go places and do people. He has a one-crack mind. The crack is: "So what can he do me, sue me?" The epigraph suggested for him is "No Surrender Value."

The "Snatch 'em for Snooch" drive opened with all salesmen lined up at scratch. Their chains were snapped open all at the same time by Oscar and they were off to the shout of "Quota—fetch!"

Not all of the salesmen have reported back yet. Some of the less productive are said to be terror-struck and hiding under barns.

At the conclusion of the drive the sales chief will be presented with an inscribed testimonial reading: "One God, One President, One America, One Oscar Snooch." This is his own idea in his own words.

Producers Releasing Corporation Limited P.R.C.

H. J. ALLEN, President

Current Releases

CORREGIDOR

Elissa Landi
Otto Kruger
Donald Woods
Ricki Vallin

•

DEAD MEN WALK

George Zucco - Mary Carlisle

•

GHOST AND THE GUEST

James Dunn - Florence Rice

•

LADY FROM CHUNGKING

Anna May Wong

•

CITY OF SILENT MEN

Frank Albertson

•

QUEEN OF BROADWAY

Rochelle Hudson

•

BEHIND PRISON WALLS

Tully Marshall

•

Billy the Kid Westerns

★

Producers Releasing Corporation

LIMITED

Executive Offices:
277 Victoria St., Toronto, 2, Ont.

THE STIRRING DRAMA OF THE *JOHN PAUL JONES* IN THE MIGHTY TRADITION OF THE U. S. NAVY!

"You feel toward a ship as you do toward a woman when you marry her . . . You take her for better or you take her for worse...and you don't leave her when the going gets tough!"

DESTROYER

STARRING

Edward G. ROBINSON

with GLENN FORD · MARGUERITE CHAPMAN · EDGAR BUCHANAN

Screen Play by Frank Wead, Lewis Meltzer and Borden Chase • Directed by WILLIAM A. SEITER
Produced by LOUIS F. EDELMAN • A COLUMBIA PICTURE

COLUMBIA

FILM DAILY

"Exhibitors can count on extensive grosses. Thrills, throbs, romance packed into first rate film. Ace contribution to war-inspired films."

BOX OFFICE

"Standout. Top revenue. Gripping."

DAILY VARIETY

"Exciting, timely entertainment. Appeal to men and women."

M. P. DAILY

"Rousing, full-bodied story of ship. Makes home with plenty to spare."

SHOWMEN'S TRADE REVIEW

"Fine example of what swell entertainment can be put into picture with war theme."

M. P. HERALD

"Excellent. 'Destroyer' rings true as the steel of her keel."

COLUMBIA